



UK/NG: UNITED KINGDOM - NIGERIA 2015/2016

A SEASON OF CULTURAL COLLABORATION: HOW TO GET INVOLVED

The British Council works with the best of UK creative talent to forge innovative collaborations and showcases with countries around the world. Over the past seven years the British Council has led on the development and delivery of a series of high profile cultural seasons in Brazil, Russia, China, India, South Africa and Turkey.

SEASON BACKGROUND

UK/NG is a programme that aims to connect over forty million young Nigerians (aged 18–35) to the UK by building new audiences for UK and Nigerian arts and culture.

The ambitious cultural programme will peak between **September 2015** and **April 2016** in 5 cities across Nigeria and the UK, featuring over 30 projects and over 80 events, all aimed at increasing collaboration between young people in both countries through the arts.

Over 70% of Nigeria's 178 million citizens are aged 35 or under and this young Nigerian population are both entrepreneurial and digitally literate. We plan to significantly reach out and engage with this young demographic as participants and audience, through both physical and virtual participation, acknowledging that this peer group are the leaders, business owners and decision makers of the future.

We have a range of inspirational projects with world class partners in progress, across visual and digital art, fashion, design, theatre, dance, music, literature and film, with a special emphasis on digital media, highlighting our commitment to the growing innovation, skills and talent that exist in this dynamic sector.

In addition, we will offer endorsements to a number of projects which meet the aims of the season and badge them part of our programme. We will also identify about 15 projects that fit the programme aims to which we will offer **Grants** of between 5,000 to 10,000 pounds.

SEASON THEMES AND AMBITIONS

The **UK/NG** programme builds on our links to creative entrepreneurs and artists in Nigeria and provides opportunity for collaboration between Nigerian and British artists. We will encourage participation through exploration of the following themes;

Young People and Innovation: changing digital trends are creating opportunities for innovative approaches to the creation and distribution of artistic content, particularly among young people, to develop artistic models that use digital platforms to reach new audiences and find new markets.

Public Space and Increasing Access to the arts: promoting community engagement with arts and culture; by boosting awareness and capacity around programming work in public spaces. We aim to increase access to artistic work and practice as well as build new audiences who may not engage with traditional arts spaces. We will also use mobile, social media and other digital channels to creatively promote inclusion across geographical and socioeconomic boundaries. .

Collaboration: between Nigerian and UK artists and arts organisations will be at the heart of the programme, building capacity and relationships which allow these collaborations to keep happening long after the programme is completed by creating pathways for UK artists and arts organisation to engage with the flourishing Nigerian creative scene.

INCLUSION CRITERIA

We are offering partners the opportunity to

1. Submit project proposals for inclusion in our official programme.
2. Submit project proposals for grant funding

To be included in the official UK/NG programme, projects must meet the following criteria:

- Demonstrate creative quality, innovation and excellence
- Have involvement of a professional artist or arts organisation headquartered in either Nigeria or the UK
- Be a partnership between the UK and Nigeria
- Link to the season's artistic themes and ambitions
- Have a proven track record and experience of arts project delivery
- Fit within the agreed season delivery timeline
- Support our sustainability ambition, securing the future by reducing environmental impact through innovative ways of working
- Be delivered within current health and safety legislation and covered by appropriate insurance and licencing
- Adhere to the British Council's equal opportunities and diversity frameworks (as outlined on our website)

BENEFITS OF INCLUSION IN THE OFFICIAL UK/NG PROGRAMME

- Affiliation with our world class programme of events and activities
- Support in identifying and developing partnerships and networks where possible
- Use of season logos and branding within agreed guidelines
- Inclusion on the seasons website listings to promote upcoming events
- Links to our social media campaign, Facebook and Twitter

ARTS GRANTS

Artists and arts organisations can also apply to receive grant under our grants scheme.

We are seeking original and adventurous artistic project proposals, which will culminate in a high quality live, or digital performance, showcase or other public facing event during the UK/NG season. Projects will be delivered in one or more of our focus cities in Nigeria (Lagos, Abuja and Calabar) or in the UK.

We are looking for a strong mix of projects that range across literature, theatre, performance, visual art, design, fashion, film, digital and music.

Projects must:

- add value to the programme by offering something new and unique
- support the seasons artistic themes and ambitions
- offer a rewarding creative experience for artists, participants and audiences
- have a high quality artistic outcome

All projects funded by the grant scheme must meet the standard criteria outlined in the **Inclusion Criteria** and must have proven partnership funding of 30% in place. We will only grant aid up to 70% of your total budget.

We have two levels of grant assistance available through the scheme;

1. Small Grant – up to 5,000 GBP
2. Large Grant - between 5,000 -10,000 GBP

We have more allocation for small grant amounts (up to 5k) than the larger 10K grants, so please be realistic when requesting support and tell us what you need rather than just applying for maximum amount.

HOW TO APPLY

To submit an application (for inclusion in the programme or grant) please send the information below in one document, saved as an attachment to: UKNigeria@britishcouncil.org

- Brief outline of your artistic project (no more than one page of A4)

- Details of organisation/company applying and their status (charity, limited company, individual artists etc.)
- Brief history of engagement in arts projects
- If submitting a participatory project, details of the participants will be targeted and how they will be engaged and selected
- CVs for lead individual artists and practitioners involved
- Budget i.e. Income and expenditure including match funding* if you are applying for a grant
- Timetable including development and delivery
- Evaluation process: what you hope to achieve with this project and how you will evaluate its success.

*Please note that any award will take the form of a grant and VAT cannot be added. Therefore your budget must include any VAT payable. Please write **Grant** (if you are applying for money) or **Inclusion** (if you are just looking to be included without applying for grant) in the subject line and send to: UKNigeria@britishcouncil.org

TIMELINE FOR APPLICATIONS

Deadline for Grant Applications will be 31st March 2015. Programme Inclusion is Ongoing.

Call for applications	March 2015
Proposals submitted by	Tuesday 7 April 2015
Notification to applicants	Monday 4 May 2015
Programme development	May to September 2015
Nigeria programme begins	September 2015
Showcases/performances for projects	September 15 - April 16
Evaluation deadline	April 2016

Applications will be reviewed by a panel of our external partners in Nigeria and the UK. The British Council reserves the right to exclude any projects at their discretion and has final say on all programme content.